Influence of Green Marketing on buying behavior of the Consumers of Selected FMCG Products, with Special Reference to Delhi NCR

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By

GUNJAN SRIVASTAVA

Full time Research Scholar

Under the guidance of

Dr. Mohammad Kashif

Asst. Professor

School of Commerce and Management

IIMT University, Meerut

IIMT University, Meerut

Mawana Rd, O Pocket, Ganga Nagar, Meerut, Uttar Pradesh 250001

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INTRODUCTION:

Current business is colossal and complex considering public or worldwide business areas. It rehearses a positive and wide effect on our money related and public action styles. As a monetary foundation a market-masterminded association needs to play out all tasks drew in with the development and transport of work and items from creation to use. As a social association, displaying is trustworthy to pass on a standard of living and lift life quality. By and by life quality strategies not simply the sum and nature of buyer work and items yet furthermore progressed nature of the environment.

As a piece of social obligation of business, promoter is expected to take care of spotless and sound environment purposefully.

The public authority has moreover offered monetary easing and concessions to stimulate mechanical units to endeavour all Pollution control measures. Tendency for green industrialism and environment warm product will empower promoters to add a green follow to their exhibiting frameworks reflecting real common thoughts. Publicists should give principle worry to normal security in India two or three years. In all honesty, to progress eco-obliging things will transform into a social commitment. Tendency for environment pleasing product will itself make tremendous displaying. Tendency for green industrialism and environment welcoming product will stimulate publicists to add a green shades to their exhibiting frameworks reflecting certified regular audits. Sponsors should give fundamental worry to normal security,. Honestly, to progress eco-obliging things will transform into a social commitment. Tendency for environment pleasing product will itself make tremendous displaying openings for makers. Eco mark names on the things can be feasible headway or publicizing device.

What Are Fast-Moving Consumer Goods (FMCG)?

Consumer goods are products purchased for consumption by the general consumer. Itcan be divided into three categories: durable goods, non-durable goods and services. Durable goods have a best-bydate of 3 years or more,andnon-durable goods have a best-bydate of less than 1 year. Fast-moving consumer goods are the largest part of consumer goods. They belong to the non durability category because they are consumed quickly and have a short shelf life.

CATAGORIES OF FMCG PRODUCTS:

FMCGs can be divided into several different categories including:

- Processed foods: Cheese products, cereals, and boxed pasta
- Prepared meals: Ready-to-eat meals
- Beverages: Bottled water, energy drinks, and juices
- Medicines: Aspirin, pain relievers, and other medication that can be purchased without a prescription
- Cosmetics and toiletries: Hair care products, concealers, toothpaste, and soap
- Cleaning products: Baking soda, oven cleaner, and window and glass cleaner
- Office supplies: Pens, pencils, and markers
- Baked goods: Cookies, croissants, and bagels
- Fresh, frozen foods, and dry goods: Fruits, vegetables, frozen peas and carrots, and raisins and nuts.

LETS UNDERSTAND GREEN MARKETING:-

Green Marketing is the advertising or promotion of harmless items to the ecosystem and administrations. It is getting more mainstream as more individuals become worried about ecological issues and conclude that they need to go through their cash in a manner that is kinder to the planet.

Green marketing can include many different things, such as creating environmentally friendly products, using environmentally friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate the green benefits of the product.

The concept of green marketing refers to the protection of the ecological environment. Modern marketing has created many problems. The growth of marketing activities resulted in rapid economic growth, mass production using advanced technology, comfortable and luxurious life, style, fierce competition, use of unhealthy marketing tactics and techniques to attract customers, hyperbole in advertising, liberalization and globalization, creation of multinational companies. , Retail and distribution by large multinationals, etc. they caused a lot of problems. Department stores, specialty stores, and shopping centers are flooded with useful and useless products. All of these factors have threatened human well-being and ecological balance. In particular, large

factories have become a source of various types of pollution. The production, consumption and disposal of many products have a negative impact on the environment.

Excessive pollution has caused nature and nature is beginning to behave in unnatural ways (in the form of global warming vs. economic growth through production and consumption threatens the peaceful lives of people on earth. Green marketing It is an attempt to protect consumer welfare and the environment (nature) through the production, consumption and disposal of organic products.

Basically Green Marketing is focused on three different Aspects :

1. Promotion of the production and consumption of unadulterated/ quality products,
2. Fair and equitable treatment with customers and society, and
3. Protection of the environment .

OBJECTIVES OF THE STUDY:

The present research study is aimed to find out consumers perception on FMCG green products. Following are the prime objectives of the study:

1. To study the awareness level of the consumers towards Green Products.
2. To study consumer perception towards green advertising
3. To recognize the factors motivating consumers to purchase green products.
4. To understand relationship between environmental concern of customers and their perception towards green products.
5. To analyse till what extent consumers are ready to pay higher price for green product in comparison to regular conventional products.

SCOPE OF THE STUDY :

This examination covers the buyers utilizing FMCG green items in Delhi NCR Region. As the insight towards green items is shift from purchasers to purchaser's contingent on their age, instruction, pay, gender, and so on. This investigation breaks down impact of various segment factors on customer judgement. A concise study on degree of mindfulness towards green marketing is directed. This research covers the areas like factors motivating consumers to purchase green products, and reasons why consumers (in present scenario) refer non-eco-friendly products over eco-friendly products.

It is important to emphasize the direct and tangible benefits that ecodesign provides, such as energy efficiency or recyclable components, rather than the environmental attributes themselves. Reducing the impact of products on the environment and significantly improving overall performance and product quality is not only the most dedicated and loyal green consumer, but all consumers. For example, ultra-concentrated laundry detergent not only saves energy and packaging, but also saves space, money, and energy at the terminal. Organically grown foods are not , but they protect the soil better and reduce the amount of toxins in the water supply; Compared to similar products, they have excellent health and flavor benefits. Patagonia sells outdoor clothing, such as sweaters made from recycled soda bottles. The material has insulation capacity better than the original material, while providing comparable breathing capacity.Green marketing is a different marketing concept than the traditional marketing model, its importance is increasing day by day. Companies and institutions must respond to implement green marketing policies, and the entire organizational structure must participate in the process. It is affected by environmental hazards in various fields, such as the chemical industry, the oil refining industry, the clothing, packaging and waste management.

Now is the right time to protect all environmentally hazardous goods. All dangerous goods for the environment must be transformed into environmentally-friendly works to keep the environment fresh for the next generation. Similarly, Marketers can set the problem of green marketing in the minds of consumers and organizations .Green marketing can help to improve marketability, improve product performance, protect environmental hazards, protect health hazards, deterioration of quality and represent a powerful new source of innovation.

The research aims to understand the green marketing concepts adopted by consumers. Today, society is paying more and more attention to the natural environmentpeople are paying more attention to green products and their own safety and well-being. This has led to the emergence of consumption practices for organic products which developed the concept of green marketing. The research is mainly focused on the control of the behaviour of consumers in the use of green products. This study will also identify several problems that consumers faced in the study area and provided appropriate suggestions.

RESEARCH GAP:

Identifying Several Problems that consumers are facing in the study area and provide appropriate suggestions.

HYPOTHESIS OF THE STUDY:

Hypothesis (Ho): 1 There is no significant difference in attitude, values, purchase intention and actual purchase behavior between male and female towards green marketing.

Hypothesis (H1): 1There is significant difference in attitude, values, purchase intention and actual purchase behavior between male and female towards green marketing.

Hypothesis (Ho): 2 Improved Product Features (IPF) has no significant effect on Green Purchase Intention.

Hypothesis (H1): 2 : Improved Product Features (IPF) has significant effect on Green Purchase Intention.

Hypothesis (Ho): 3 : Skepticism towards Green Claims (SGC) has no significant effect on Green Purchase Intention.Hypothesis

(H1): 3 : Skepticism towards Green Claims (SGC) has significant effect on Green Purchase Intention.

Hypothesis (Ho):4 There is No significant difference between opinions given by gender on selection criteria for Green Products.and their perception towards Green Marketing.

Hypothesis (H1):4 There is No significant difference between opinions given by gender on selection criteria for Green Products.and their perception towards Green Marketing.

Hypothesis (Ho):5 There is no association between income and willingness to pay extra for green product.

Hypothesis (H1):5 There is significant association between income and willingness to pay extra for green product.

Hypothesis (Ho):6Consumer awareness and consumer perception have no impact on buying behavior

Hypothesis (H1):6Consumer awareness and consumer perception have absolute impact on buying behavior

Hypothesis (Ho):7 Shortage of natural resources has no significant effect on adoption of green marketing in FMCG Industries.

Hypothesis (H1):7 Shortage of natural resources has severe effect on adoption of green marketing in Industries.

LITERATURE REVIEW:

Dr.Patel& Dr. Pawan K.(2016)Chugan in their study confirmed that environmental knowledge, corporate image, the agility of product functions, and the ethical impact of were aspects of green advertising that had a significant positive impact on consumers' green purchasing intentions. In contrast, this study found that neither skepticism about green claims nor the credibility of advertising was significant in influencing green purchase intentions. However, since this study was applied to general advertising for research purposes, further investigation may be conducted by examining certain types of Green advertisements, including online advertisements, print advertisements, radio advertisements, and TV advertisements. Thus, a more specific understanding can be obtained from the literature, where consumer perceptions of green advertising will vary depending on the format or medium used.In this study, the impact of consumers' perceptions of green/environmental advertising on purchase intentions was measured.

The results show that aspects of green advertising: environmental awareness, company image, improved product features, and moral influences often have a significant positive impact on green purchase intentions, while doubts about claims and credibility have a significant impact on green purchase intention The impact of this is negligible. The reason why environmental protection knowledge is positively correlated with the intentional corporate image may be the sincere efforts of companies to promote eco-environmental protection through advertising, and design advertising strategies that are conducive to environmental concerns to persuade existing and potential consumers to buy yours product. The more environmental insights provided by green advertising to consumers, the more likely they are to purchase the product. Advertising also needs to put more emphasis on the environmental protection characteristics of products, because consumers tend to buy products that are relevant and beneficial to them, rather than just making green statements. The moral impact of advertising on consumers' perceptions also plays a vital role in motivating consumers to develop purchase intentions, making them believe that products actually solve environmental problems, rather than misleading claims.

Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City.Dr.Samar Fatima and Sameen Lodhi Refers that Advertising has the direct effect at

the customer no matter of the cost. It creates the attention in the customer as a consequence encourage them to shop for the product. Along with that commercial additionally construct the high-quality or bad notion approximately the bands. Our studies version identifies the effect of classified ads on customer attention and notion which leads in the direction of the shopping for choice of the customer. This version first of all tells the elements that could impact at the customer shopping for conduct and secondly it allows to undertake the proper manner of the usage of the commercial for male and woman maintaining in thoughts the elements of attention and notion which will in the long run satisfy the desires of customer and decorate their choice to buy a particular product and encourage clients to repurchase those products.

Dr. Priti Jeevan, and Dr. Srinivas in their research paper states that the Products which might be new and unusual technology are being released continuously. The information of environmental troubles though developing it is still lower. So schooling to the inexperienced purchasers is a need with recognize to why a few varieties of merchandise represent much less environmental damage than others. Providing facts and schooling none the less stays the largest project to the marketers. Information geared toward growing the customer's information is now available. Sources include manufacturers, packaging, advertising, and media consisting of numerous inexperienced purchasing web sites on the World Wide Web. There are surrounding targeted customer orientated magazines which will even offer facts and train the purchasers approximately surroundings friendly merchandise

In their Research Paper Mr Pradeep M. D. ,& Akhilesh Suresh(2000) concluded that Green products have brought huge changes in aspects of pollution-free life. Despite changes in lifestyle, green consumerism promotes a sustainable environment. Despite the high prices, people began to prefer organic products and even changed their lifestyles. Unless consumers change their behaviour, companies alone cannot drive green companies. The government has enacted laws to protect kinds of natural resources, such as the country's water, forests and wildlife. A total of people from governments, industries, companies, and civil society responded to manage the imbalance between the economy and the environment. The Ministry of Environment and Forestry of the Government of India ordered the submission of Environmental Statement to the Pollution Control Committee in accordance with the environmental audit notice dated March 3,

1992. The environmental responsibility needs to be separately disclosed. Green business, green army, green energy, etc. should be more active in practicing sustainable development.

Arndt, Baringer and Johnson, (2010) have forwarded many evidences that global warming is happening. Acknowledging the fact that the planet is warming up leads to a very important question as to what's causing global warming? Several empirical evidences indicate a distinct human fingerprint on climate change. According to them apart from various other factors the increased concentration of carbon dioxide is the major contributor and humans are the biggest facilitator to the global Warming. The Growing green gas emissions due to human activities like factories, automobiles, burning of wood etc. may adversely affect rainfall pattern, leading to dry conditions with more dust and smoke, affecting both regional and global hydrological cycles and agricultural production.(Levy II, 2008) .

According to Jacquelyn A. Ottman (2011) , marketers have realized that the growing concern of consumers' towards environment is because of an apprehension that the planet is losing its ability to sustain human life. In this scenario Green Marketing has come as a boon to the marketers since it can prevent the further environmental degradation without preventing industrial growth. And the best part is that it can safely be used as a strategy to differentiate ones product from that of competitors and hence allow an opportunity to extract comfortable profit margin too.

Consumer Unity and Trust Society (CUTS 2000), conducted a survey for the ministry of environment and forests, India. The study focused on the consumer attitude and knowledge practice regarding the environmental pollution and eco-mark scheme. The study highlighted the manufacturer's awareness and willingness to go for eco labelling in India. The general trend brought out the fact that the maximum tendency has been to pay less than 10% premium for any particular product. The study highlighted that 43% of manufacturers had effluent treatment plants. Out of these, only 40% had the capacity of treating 100% of the discharged pollutants. The awareness of the Indian eco-mark scheme exists merely amongst 30% of sample respondents.

Das and Nath (2003) conducted a study in Delhi to examine the environmental impact of fast-food industry. The study revealed that while 77% of the consumers were aware of the ingredients

of the product, 62% of them didn't consider any environmental impact Less than half of the consumers (44%) noticed the environmental benefits that fast food houses provided. Around 50% of the consumers were willing to take part in programs related to environment conservation while 40% said that they are willing but didn't have time and awareness for it.

Vinod Kala, (2004), Founder & CEO of Emergent Ventures India (EVI) says he realised that there is huge business potential in environment. He further adds that, financial investors are progressively looking towards Green Technologies as profit opportunity, than only a morally right thing to do, but there are many entrepreneurs who have found in reality that the capital expenditure in such ventures are overwhelming and funds to be uncertain to invest in them.

John Rooks in his article "The green Market Niche: Being Green Going Mainstream" stated that now a day's consumers using eco-friendly products are increasing. Consumers are concerned about their health and sustainability. The green consumer is willing to self-educated. He suggested that symbols or phases used on eco-friendly products must be simple and easy to understand for consumers. Companies should fulfil the promises they made in eco-friendly products. Messages in eco-friendly advertisement must be deeper, attractive and easy to understand for consumers.

Jacquelyn Ottoman in her article on "Responsible Consumption: The next Frontier in Green Marketing" explained that consumers are also responsible for successful green marketing. Consumers should encourage using products only what is needed. It will help to reduce wastage.

Jacquelyn A. Ottoman in her article "How to Avoid Green Marketing Myopia" stated that, green marketing Myopia means misjudging or overemphasizing green marketing concept. According to Ottoman green marketing myopia can occur when products fail to provide credible environmental benefits. Ottoman suggested that green marketing myopia can be solved by educating consumers with marketing messages that connect environmental products attributes with desired consumer value. Make sure that environmental products and consumers claims are specific, meaningful and qualified.

RESEARCH METHODOLOGY:

Survey Research: It deals with present events and is quantitative in nature. It may also in addition be sub-divided into; discretional, correlational and exploratory type of research

This research Will be based on quantitative approach with survey as the research instrument. The survey will include basic socio-demographic questions followed by questions on consumers' environmental beliefs and their environmental behaviour. And the results received then will be analysed using descriptive, regression analysis and correlations from SPSS.
Test of ANOVA for demographic variables and awareness about Green Marketing
The population for the study is large and the variability in the proportion is unknown which is the individuals who will adopt green purchase behaviour; hence
To facilitate the research, the Sample Size to be selected by evaluating the population of consumers using FMCG product,

Areas to be covered:Delhi ,Noida,Ghaziabad,,Meerut

Research Design: :In this research, consolidated strategy approach involving both subjective and quantitative examination will be chosen to do investigation in the given circumstance from various perspective and to gain better knowledge. Hence this research configuration is consider to be exploratory cum descriptive in nature.

Such kind of study focuses to get the experiences into an alternate similar and particular interaction of green buy conduct by means of comprehension and investigating the reactions of youthful individuals in setting to green products.
Questions to be asked in the questionnaire will be designed and based on the literature review and tailored according to the requisite of the current study.

Research GAP:

Green Marketing is still new idea in Indian buyer market. Very Few Researches have been done on this point. Most of the influencing factors of consumer buying behaviour has been ignored by the Researchers, assuming Price as the priority for decision makings in any purchase made.
Other elements of marketing mix like product, promotion, place, and packaging are not studied well.
In any case, other segment factors like age, income, schooling, areas which is additionally significant and influencing purchaser discernment, are not yet researched.

Conclusions :This Research Study will focus on the understanding of the future prospect of Green marketing in Delhi NCR region of North India,and the study will guide a path route towards the change in Consumers buying behaviour due to penetration of the ecofriendly products in FMCG market,this can help the marketers to adopt new Promotional Strategies in future .The findings of this study will focus on environmental awareness, corporate image, product customization, and ethical implications are all facets of green advertising that have a beneficial impact on consumer green purchases.

SAMPLE QUESTIONNAIRE:

1.What factors affects the purchasing behaviour of green products?

1.Quality and reliability

2. Product price

3. Awareness

4. Shops Availability and proximity

5. Past experience

6. Usage by friends, family etc.

7. Promotional efforts

8. Packaging and size

9. Benefit for health

10. Customer service

2. What are the main difficulties in adopting green products?

1.Non-availability of green products

2. Lack of willingness to protect environment

3. Lack of education

4. Lack of awareness

5. Low income

6. Resistance to change

3. What are the reasons of buying Green Cosmetics?

1.Safer for health

2. Free from harmful ingredients

3. Good quality of products

4. Longer shelf life

5. Most people in my surrounding use green cosmetics.

4.. From where you get information about green products?

1.Television

2. Newspaper

3. Radio

4. Magazines

5. School / university / institutions

6. Outdoor media

7. Word of mouth

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